



**FOR IMMEDIATE RELEASE**

**CONTACT:** Rick Jackson  
PR Manager/Spokesman  
Birmingham Water Works  
(205) 244-4221  
[rick.jackson@bwwb.org](mailto:rick.jackson@bwwb.org)

## **BIRMINGHAM WATER WORKS HELPS FANS BEAT THE HEAT AT THE WORLD GAMES 2022**

*Utility Encourages Fans to Stay Hydrated & Stay Healthy with Misting Stations at Nine Venues*

**BIRMINGHAM, ALABAMA (JULY 7, 2022)** – Organizers of The World Games 2022 anticipate hundreds of thousands of spectators to converge upon the Birmingham metropolitan area July 7-17, with average high temperatures expected to be 93°F over the course of the event.

To beat the heat, Birmingham Water Works has several activities planned to help fans stay cool and healthy during the peak of summertime temperatures.

Birmingham Water Works will host misting and educational stations at eight venues, including a super-sized inflatable misting station at the University of Alabama at Birmingham's PNC Field for men's and women's field lacrosse competitions. In addition to cooling off, fans can pick up promotional items and educational materials or play fun water-based games for all ages.

"Water is an important resource not only for maintaining hydration but also for helping to keep cool," says Rick Jackson, Birmingham Water Works Public Relations Manager & Spokesperson. "We pride ourselves on delivering high-quality drinking water and reliable

service to our customers, and our role during The World Games will center on education and helping people cool off.”

Birmingham Water Works is also lending one of its inflatable misting stations to Faith Chapel Care Center for use at its cooling shelter downtown Birmingham.

The international sporting event will draw 3,600 world-class athletes from more than 100 countries to compete for gold in 34 emerging sports. The games will occur at 15 indoor and outdoor venues across the Birmingham metropolitan area.

*Media kit with images, video, and schedule available here:*

<https://bwwb.files.com/f/058ff1f113d645d3>

### **Birmingham Water Works | World Games Schedule**

#### **Avondale Park, Birmingham**

Archery July 8-15

#### **Birmingham Crossplex/Pool**

Canoe Polo July 14-17

Lifesaving July 10-11

Underwater - Finswimming July 8-9

#### **Hoover Met**

Softball July 9-13

#### **Oak Mountain State Park, Pelham**

Canoe Marathon July 11-12

Waterski and Wakeboard July 14-16

#### **PNC Field (UAB)**

Men’s Field Lacrosse July 8-12

Women’s Field Lacrosse July 12-16

#### **Bessie Estell Park, Birmingham**

Boules July 12-13

**Athletes Village @ UAB**                      July 10-14

**Athletes Village @ BSC**                      July 10-14

**Faith Chapel Care Center**                      July 7-17

**ABOUT BIRMINGHAM WATER WORKS BOARD:** Founded in 1951, the Birmingham Water Works Board serves 770,000 people in Jefferson, Shelby, Blount, St. Clair, and Walker counties. The BWWB operates four filtration plants, a certified testing laboratory, and has more than 4,000 miles of pipe in its distribution network. For more information about the Birmingham Water Works Board, media inquiries, or tours of our museum, please call 205-244-4225 or visit [www.bwwb.org](http://www.bwwb.org).

**MEDIA CONTACT:** Rick Jackson | 205-244-2441 | [rick.jackson@bwwb.org](mailto:rick.jackson@bwwb.org)